



Arizona Public Engagement Task Force Update

October 22, 2013



EXPECT MORE ARIZONA®
Ready Kids • Ready Graduates • Ready Workforce

Expect More Arizona

The movement dedicated to a
world-class education for all
Arizona students



Expect More Arizona

- **What are we?** Statewide 501c(3) non-partisan education advocacy organization
- **Who are we?** Movement comprised of parents, voters, educators, business & community leaders
- **What do we do?** Raise public awareness, build public will, and convene partners to take collaborative action on key education issues



Arizona Public Engagement Task Force

- Key strategy for standards and assessment advocacy
- Expect More Arizona serves as the convener
- **40+ partners** across business, philanthropy, education, community
- Focus: **Increasing awareness and support** for Arizona's College and Career Ready standards and high quality, aligned assessment



Where Do We Stand Today?

- **Low (but growing) awareness, but high levels of support**
 - 36% of Arizona voters know a lot or something about Common Core, 60% support
- **When the standards are described, the majority support the standards and assessments:**
 - 8 out of 10 Arizona voters are in favor of the standards and assessment



Current Issues

- Several states undergoing roadblocks due to political opposition
- Growing Tea Party opposition at national and local levels
- Potential growing concerns from educators caused by lack of resources and uncertainty around assessment & accountability policies
- Assessment implementation
 - Selection of a high-quality, aligned assessment
 - Cost
 - Technology
 - Transition for schools, teachers and students



Task Force – Recent Activities

- Monthly meeting with all the partners
- Developed communication tools to help communicate the assessment transition
 - Overview document
 - Talking Points
 - FAQs
- Ongoing presentations to parent, educator and civic groups across the state



Task Force – Recent Activities

- Preparing to launch an advocacy website and multi-media campaign
- Participating in national discussions and events to learn from other states
- Monitoring and planning for potential issues
 - Oct 30 symposium in Senate Room 1



Learning from Other States

- **Florida, Indiana, Michigan, Tennessee facing legislative issues**
 - Teacher voice has been influential
 - Sandra Stotsky and James Millgram have been making the rounds
 - All still on board with the standards, but facing challenges
- **Bi-Partisan support** from Business Round Table, Conservatives for Higher Standards, US Chamber of Commerce, Fordham, FEE, and others
- **National resources:** Hunt Institute, Achieve, Alliance for Excellent Education, NGA, CCSSO, NCSL, Military Child Education Coalition, and others



How to help: Partner with the Task Force

- **Share Information about the Standards**
 - Facebook, Twitter, Blogs, E-Newsletters
 - Weekly and Monthly Content
 - Video: expectmorearizona.org/blog/
 - www.ArizonaCommonCore.org
- **Invite Expect More Arizona to Present to Your Organization or Community Partners**



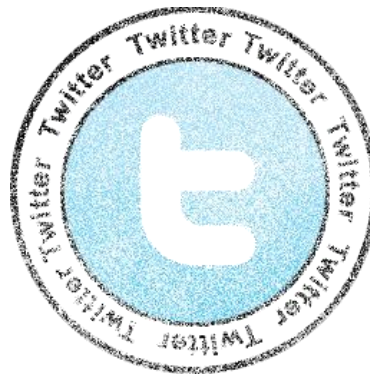
How to Help

- Attend the upcoming symposium hosted by President Biggs on **Oct. 30, 1 p.m.**
- Contact your legislator to
 - Support the standards/thank them for their support
 - Request funds necessary for successful implementation of the standards and a high-quality, aligned assessment



Contact Information

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Thank You!



A New Assessment

- Implementation in 2014-2015
- Helps parents and teachers understand if students are on track to graduate ready for college or career
- Will require investment of resources in this year's state budget



Criteria for a New Assessment

Arizona is working to select a useful and high quality assessment that will:

- Provide test results in a timely, easy-to-understand manner
- Provide valid indication of readiness for college and/or career without need for remediation
- Allow Arizona students to compare their performance across states
- Promote critical thinking skills and problem solving skills



AZ Public Engagement Task Force Partners

- Arizona Association of County School Superintendents
- Arizona Board of Regents
- Arizona Business and Education Coalition
- Arizona Chamber of Commerce and Industry
- Arizona Charter Schools Association
- Arizona College Access Network
- Arizona Commission on Postsecondary Education
- Arizona Community Foundation
- Arizona Department of Education
- Arizona Education Association
- Arizona Educational Foundation
- Arizona K-12 Center
- Arizona Ready
- Arizona School Administrators
- Arizona School Boards Association
- Arizona State Board of Education
- Center for the Future of Arizona
- Expect More Arizona
- First Things First
- Flagstaff 40
- Greater Phoenix Chamber of Commerce
- Greater Phoenix Economic Council
- Greater Phoenix Leadership
- Helios Education Foundation
- Intel
- Maricopa Community Colleges
- Maricopa County Education Service Agency
- National Center for Education and the Economy
- Phoenix Community Alliance
- Rodel Foundation of Arizona
- Science Foundation Arizona
- Social Venture Partners
- Southern Arizona Leadership Council
- Stand for Children
- Teach For America
- Tucson Values Teachers
- Valley of the Sun United Way